

Message Text

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AMEMBASSY VIENNA

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COMMERCE FOR BEWT

E.O. 11652: NA

TAGS: BEXP, GE

SUBJECT: LEIPZIG SPRING FAIR-MARCH 14-21, 1976

REF: (A) BERLIN 5699-U; (B) STATE 121135-U; (C) BERLIN 6132

1. DURING THE VISIT TO THE LEIPZIG FALL FAIR OF COMMERCE DEPUTY ASSISTANT SECRETARY DOWNEY AND PARTY EARLIER THIS MONTH, THE LEIPZIG FAIR AUTHORITIES CONTINUED TO URGE THAT U.S. MOUNT AN EXHIBIT IN SPRING 76 IN THE NATIONAL PAVILLION (HALL 16) IN ADDITION TO THE PLANNED UNITED STATES INDUSTRIAL PROCESS CONTROL, MEASUREMENT AND LABORATORY INSTRUMENTATION EXHIBIT WHICH WILL BE STAGED IN ONE OF FAIR TECHNICAL HALLS.

2. AFTER CAREFUL CONSIDERATION, THE EMBASSY BELIEVES THAT A MODEST IMAGE EXHIBIT IN HALL 16, AS A COMPLEMENT TO U.S. TECHNICAL EXHIBIT AND INDIVIDUAL DISPLAYS BY AMERICAN FIRMS, IS DESIRABLE. WHAT WE HAVE IN MIND IS AN EXHIBIT DEVOTED TO THE BICENTENNIAL THEME, SHOWING THE EVOLUTION OF AMERICAN INDUSTRY AND AGRI-CULTURE FROM COLONIAL TIMES TO THE PRESENT. SUCH AN

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EXHIBIT COULD BE DONE BY THE USIA EXHIBITS DIVISION

THROUGH REX VIENNA. WE ENVISION THAT HALL 16 EXHIBIT WOULD HARMONIZE IN DESIGN WITH, AND CALL THE ATTENTION OF THE PUBLIC TO, THE U.S. INDUSTRIAL EXHIBIT ELSEWHERE AT THE FAIR. A BROCHURE TO BE PRESENTED TO VISITORS AT BOTH THE INDUSTRIAL AND HALL 16 EXHIBITS WOULD CONTAIN A LIST OF U.S. FIRMS PARTICIPATING IN THE FAIR AND THEIR LOCATIONS, AND WOULD ENCOURAGE THE PUBLIC TO VISIT OTHER AMERICAN EXHIBITS.

3. THE EMBASSY BELIEVES THAT A MODEST IMAGE DISPLAY IN OUR BICENTENNIAL YEAR IS WARRANTED AND IS DESIRABLE AS A MEANS OF REACHING THE GDR PUBLIC, LONG CUT OFF FROM INFORMATION ABOUT THE U.S. AND CONTACT WITH THINGS AMERICAN. 100-150M2 WOULD BE ADEQUATE FOR AN EXHIBIT IN HALL 16, COMPARABLE IN SIZE TO THOSE OF OTHER MAJOR COUNTRIES, WHERE DISPLAYS ARE NOT USUALLY LARGE IN SIZE. THE BASIC RENTAL CHARGE IS \$45 PER M2. RAPID ACTION IS NECESSARY IF SPACE IS TO BE OBTAINED. ALTHOUGH THE FORMAL DEADLINE FOR SPACE RESERVATION IS PAST, WE THINK WE MIGHT STILL BE ABLE TO GET SOME HALL 16 SPACE, GIVEN THE INTEREST EXPRESSED BY THE GDR AUTHORITIES IN A U.S. DISPLAY IN THE NATIONAL PAVILLION.

4. APPROVAL IS REQUESTED SOONEST SO THAT STEPS CAN BE TAKEN TO RESERVE SPACE. COOPER

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